

WAVELLON INTRODUCES THE WORLD'S FIRST INFLATABLE PADDLE BOARDS WITH INTEGRAL ARTWORK PRINT

VISIT US AT THE OTTAWA BOAT SHOW, FEBRUARY 23-26, BOOTH
#235

Ottawa– February 23, 2023 – Founded by two technology veterans who have developed consumer technology products for global companies during the past two decades, Wavellon, a Canadian athleisure company at the crossroads of art, travel, and sports, introduces the world's first premium inflatable paddle boards (iSUP) with full-surface, seamless artwork print.

WAVELLON FOUNDERS' EDITION COLLECTION

The Wavellon Founders' Edition Collection offers five limited-edition boards, each produced in 99 copies and featuring bespoke artwork by five Montreal artists originating from Morocco, Senegal, Israel, and Canada, and evocative of their hometown:

- [CMN by Corinne Asseraf](#) representing Casablanca;
- [DKR by Stephan Senghor](#) representing Dakar;
- [TLV by Haim Sherrf](#) representing Tel Aviv;
- [YTM by Claf](#) representing Mont-Tremblant; and
- [YUL by Hugo Renzo](#) representing Montreal.

Each iSUP features the artist's signature and a QR code leading to the artist's vision, as well as the board technical specifications. Each set includes the inflatable board, an ultra-lightweight carbon fiber paddle and blade, a carrying bag with wheels and backpack straps for easier transportation, a security ankle leash, a state-of-the-art dual-chamber / triple-action air pump for easy inflation, a repair kit, and a waterproof smartphone pouch.

Made from the latest inflatable board technology called Monocoque Structural Laminate Fusion (MSL Fusion), Wavellon iSUPs are both light and sturdy, supporting high pressure and offering the highest rigidity. The three removable fins ensure straight tracking while the board shape and size offer exemplary stability on the water, making them ideal for long rides and yoga practice.

Once deflated, Wavellon iSUPs take up minimal space. They feature a GoPro™ style camera mount (**GoPro camera not included**) to attach a camera and film safely. They are also equipped with four anchor points to strap a kayak seat (**kayak seat not included**) for paddling in a seated position.

PRICING AND AVAILABILITY

Each board retails for a suggested price of \$1,999 CAD including all accessories and carrying bag. ***During the Ottawa Boat Show and until the end of February 2023, Wavellon offers a special discount of up to \$600 per board to the Show visitors.*** The five limited-edition boards are immediately available for purchase at the show and online at www.wavellon.com.

ABOUT WAVELLON

At the crossroads of art, travel, and leisure, Wavellon brings together visual artists, art enthusiasts and outdoor lovers around limited-edition inflatable paddleboards (iSUP) featuring bespoke artwork and offering captivating experiences around the artist's vision, evocative stories, and inspiring places. Wavellon is a Canadian company whose head office is located at the heart of the National Capital Region. For more information, please visit www.wavellon.com.

MEDIA CONTACT

Wavellon press releases and press kits are available at www.wavellon.com/media. For more information, please contact us at media@wavellon.com

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